

How to get Maximum Return from your Marketing Dollars

Created Especially For:



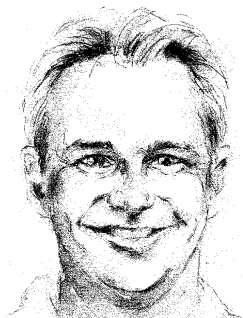
2006 Governor's Conference on Tourism

Best Western Heritage Inn – Great Falls

Presented By:
Larry Mersereau, CTC

PromoPower®
PRESENTATIONS • CONSULTING

Everything You Want To Know About Your Workshop Presenter



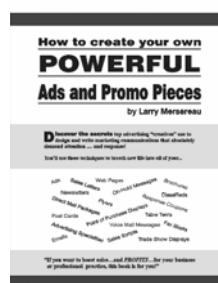
Larry Mersereau, CTC

Smart marketers know who to turn to for the strategies and tactics they need to bring in more business; Larry Mersereau, CTC. Niche'd as a small to mid-sized business marketing expert, Larry authors books and audio programs, consults with select clients, and speaks to dozens of audiences like ours every year.

Larry has spoken to 693 (this makes 694) diverse audiences, from corporate dealer or agent sales meetings to association conventions, all with one common mission in mind; To help participants bring in more business and get maximum return on their investment in marketing and promotion.

Your speaker has been involved in a dozen different businesses since 1972. He's worked for big companies, and for small ones. He's started a number of his own entrepreneurial ventures. Some are success stories ... some *learning experiences* ... and he'll freely share the lessons gleaned from both categories.

He has authored numerous books and tape programs that give participants an opportunity to "take Larry home with them," to continue the learning and growing process on their own time.



Educated at Drake University (a long time ago!), he remains a student of marketing and the psychology of personal achievement. He is focused on finding ... and bringing you ... the most effective and pertinent marketing, advertising and promotion techniques available.

If you enjoy today's program, please pass Larry's name on to your company's or association's top sales or marketing executive, and suggest that they bring Larry in to help your organization.

Keynotes • Marketing & Promotion Workshops • Marketing Consultation

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Visit Larry's web site: www.PromoPower.com

Call toll-free 888 224-0236

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Larry's Magic Formula For Compelling Marketing Communications

Attention - Emotional Appeal

Promise - Lead With Benefits

Proof - Take Away All Risk

Proposition - Motivate Them To ACT

Action - Make It Easy

Graphic Elements

Distractors - Grab their attention and start them at the beginning

Directors - Take them by the hand and walk them through your communicate

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How (and Why) To Write Opening Lines That Get Your Ads Noticed...

People are basically lazy. They will read and do the bare minimum to get by unless you do something to pique their interest, and then maintain it.

Here's a single idea that will make this whole program
worth your investment of time & money;

Most marketers write headlines about themselves, their product, ... whatever it is they're trying to promote. Your readers really don't care about you or the details of whatever it is you're trying to sell – they care about what you or it is going to do for them ... how it will make their life better, make them more successful, more profitable ... whatever. (Don't feel bad, that's just the way it is!)

Start writing your headlines about your prospect, and what your product or service is going to do to make their life better. Make a promise that stops them in their tracks and motivates them to keep reading.

Your headline(or opener, in broadcast) is 80% responsible for the success of failure of your ad. Why? Because if it doesn't make them stop and read or listen longer, it doesn't matter what else you say!

Classic Headline Hooks

Fast, Easy Way

Self-Interest (You...)

News (Good News... Announcing... Introducing ...)

Curiosity (Be careful!)

Humor (Think you're funny? Don't bet your business on it.)

Surprise! (It's what makes broadcast ads interesting)

More Ideas

Relate to Current Events

“Don't let the rainy forecast ruin your Holiday weekend...”

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More Headline Ideas

Ask a Question

“What would you do with an extra \$50?”

Cut to the Proposition

“FREE booklet shows you how to make your own
Holiday decorations at a fraction of the cost”

Give them a Deadline (Urgency)

“Today Only...”

Talk to a Specific Prospect

“Attention Golfer:”

Play on their Emotions (See ‘Emotions’ in back of this booklet)

“Want to Feel Young Again?”

Stress Savings

“Save 28% on Car Insurance”

Quote Statistics (Be Specific - Hard Numbers. And tell the truth.)

“78% of Patients have found Sweet Relief from Back Pain”

Quote an Expert or Reliable Source (Be careful with copyrights)

“Warren Buffet says ...”

Make a Comparison

“Get a Great Tan in Less Time than it takes to put on Makeup”

Open with your Guarantee

“See measurable growth in 30 days or you don’t pay”

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More Headline Ideas

Tell a Story

“I never thought I would be the one pulling
down \$500,000 a year, but it happened”

Promise ‘Insider Information’

“Discover the Secrets Top Advertising Creatives use Every Day”

Dispel a Common Myth

“Great Sales People are not Born that way”

Make a Bold Promise

“Sell your Business in 21 days...at Fair Market Value”

Ease their Mind

“Relax. Your Printing will be done Right ... and On Time”

Prove Your Claims

It's easy to make wild promises, and the buying public is jaded. You have to show them that you really can deliver what you say you can. Some of the things you can include in your communications;

- | | |
|-------------------|----------------------------------------------------|
| • Guarantees | • Years in Business/Experience |
| • Case Studies | • Photographs Of Real People Enjoying Your Product |
| • Surveys/Studies | • Free Trials (See for yourself) |
| • Customer List | • Actual or Implied Testimonials |

The proof you offer has to remove all risk on the part of the buyer to break down their resistance. If you were in a sales conversation, you would call this “handling objections.” In advertising, you don't have the luxury of feedback from the prospect. So, you have to anticipate their doubts and fears and address them here.

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Motivate Them To Act Fast With A Compelling Proposition

It's easier for your prospect to turn the page or throw your brochure, letter or memo in the trash than it is to act on it. If you accept the premise that people are basically lazy, you have to accept that they're far more likely to turn the page...or throw your beautiful marketing communicate away...than they are to take the action you're hoping for.

A compelling proposition is the difference between getting a response and getting tossed. Even if you aroused their interest in the headline...even if they're sold on your offering...they still have to be motivated to take action.

Some examples of what you might use as incentives;

- Fast-action discounts - "Early Bird"
- Limited Availability - "First 20 To Call Get ..."
- Bonus or Premium - "Ginsu Knives"
- Free Samples - Trial Offers
- Coupons
- Free Special Report - Educate your prospects

ATTN: Tour Director

FREE Booklet: 10 Planning Tips To
Help You Double Your Registrations

Motorcoach tour veteran Doug Hendricks shows you how
to get maximum results. No obligation - call NOW!



Hendricks Coach & Tour
Syracuse, NY 315 799-5555
www.HendricksOnline.com

The purpose of the proposition is to induce *FAST ACTION*, so don't give them a lot of time.

ACTION!

OK, you've got your reader salivating for your product or service! They know they have to act right now, or they'll miss out on your fantastic offering and proposition.

I can't tell you how many ads, letters, web sites...all kinds of marketing communications...fail to tell the reader how to get hold of the company. Or, just as bad, they make it difficult.

Give them as many ways to contact you as you can;

Phone Number	Toll Free Number	Web Site & Email Address
Fax Number	Toll Free Fax Number	Mail/Walk In Address

And make sure the people on the receiving end are ready to handle the transaction. Have you ever called to respond to an ad, and gotten a clerk who had no clue about the offer? 'Nuff said.

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EMOTIONAL APPEALS

Greed/Desire	Guilt	Fear
Safety	Pleasure/Comfort	Popularity
Love/Sex	Envy	Escape/Release
Profit/Wealth/Prosperity	Education	Discovery/Something New
Exclusivity/Being First	Pride/Ego/Vanity	Pity/Sympathy

WORDS THAT SELL

You	Save	Sale
Money	Results	Discover
Hot	Opportunity	Value
FREE	Luxury	Guaranteed
Imagine	Announcing	Bold
Current	Discover	Profit(able)
Amazing	No-Brainer	Safe
Proven	Easy	Rewarding
High Tech	NEW	Breakthrough
Dynamite	Health	Incredible
Affordable	Unlock	Enlightening
Crucial	Timely	Only
Innovative	Lively	NOW
Stimulating	Shrewd	Love
Bonanza	Exciting	Real-world
Prosperity	Insight	Revolutionary

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"The Phrase That Pays"

You will enjoy/love _____, because _____

HOW TO ...

The truth about ...

Your opportunity to ...

Don't miss (out on) this ...

Last Minute

At last!

Right Now

Sure-Fire

How would you like ...

No Obligation

___#___ reasons why ...

You're invited ...

Advice to ...

What would you do with ...

Return On Investment

How much ...

Secrets of ...

Low-Risk

Do You ...

___#___ secrets of ...

An urgent message for ...

Are you ...

Good News!

Here are the key benefits of ...

Glad you asked about ...

Here it is, ...

Yes, you can ...

Wouldn't it be nice if ...

See for yourself why/how ...

Cutting Edge

How will you use this valuable ... ?

Here's what _____ had to say about ...

Can you make your phrase an alliteration? (Seven Secrets of Sales Superstars)

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The Marketing Master's Complete Library

Want to be a marketing and advertising expert? Read each of these twice within the next year, and you'll promote circles around 75% of the advertising agencies and 99% of your competitors!

2239 Tested Secrets for Direct Marketing Success

by Denny Hatch & Don Jackson
NTC Business Books ©1998 ISBN #0-8442-3007-3

How To Create Your Own POWERFUL Ads & Promo Pieces

by Larry Mersereau ©2003 ISBN #0-9742286-0-5
(Available at www.PromoPower.com)

My Life In Advertising + Scientific Advertising

by Claude C. Hopkins (A classic, read this book before any others!)
NTC Business Books ©1986 ISBN #0-8442-3101-0

Ogilvy On Advertising

by David Ogilvy (Another classic - read it early in your growth curve!)
First Vantage Books ©1985 ISBN #0-394-72903-X

Pantone® Guide To Communicating With Color

by Leatrice Eiseman Grafix Press, Ltd ©2000 ISBN #0-9666383-2-8

Post Card POWER

by Larry Mersereau ©2004 ISBN #0-9742286-1-3
(Available at www.PromoPower.com)

Secret Formulas Of The Wizard Of Ads

by Roy H. Williams Bard Press ©1999 ISBN #1-885167-39-3

STAND OUT! How to Position Yourself with a POWERFUL Brand Identity

by Larry Mersereau, CTC ©2006 ISBN #0-9742286-4-8
(Available this Spring at www.PromoPower.com)

The Non-Designer's Design Book

by Robin Williams Peachpit Press ©1994 ISBN #1-56609-159-4

Words That SELL

by Richard Bayan Contemporary Books ©1984 ISBN #0-8092-4799-2

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